

## Top 10 Best Ways To Improve Search Engine Ranking in 2021



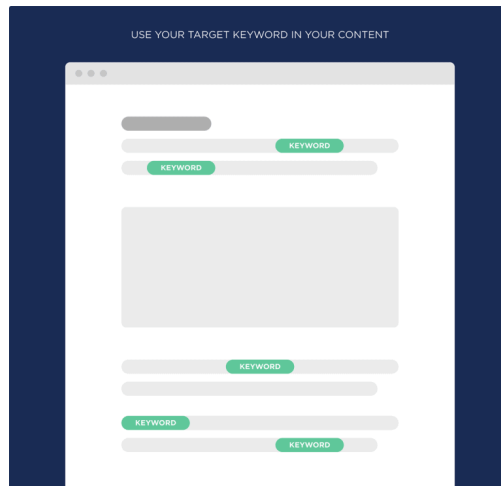
Here are the 10 most important [SEO tips](#) to follow when optimizing your website:

- [1. Use Keywords In The Right Places](#)
- [2. Keep Users On Your Site Longer](#)
- [3. Find “Suggest” Keywords](#)
- [4. Delete Zombie Pages](#)
- [5. Do An Industry Study](#)
- [6. Add Related Keywords to Your Content](#)
- [7. Add Text to Infographics, Podcasts and Videos](#)
- [8. Update Old Pages](#)
- [9. Speed Up Your Website](#)
- [10. Use the Google Search Console](#)

### **1 Use Keywords In The Right Places**

You probably already know that you should add keywords to pages that you want to rank. But **where** you use your keywords is just as important as how many times you use them.

Specifically, you want to make sure that your keyword appears at least once in your page's [title tag](#).



## 2 Keep Users On Your Site Longer

Here's the truth:

Pogosticking can make or break your Google rankings.

So: what is pogosticking exactly?

Pogosticking is when a Google user clicks on your site...

...then "pogosticks" back to the search results to find something that actually helps them.



## 3 Find "Suggest" Keywords

You probably already know that you can use Google Suggest to find long tail keywords:

But what you may not know is that you can use this same approach with OTHER search engines.



## 4 Delete Zombie Pages

Zombie pages are pages on your site that don't bring in any traffic.

They're just sorta...*there*.

And when you delete Zombie Pages, you can get higher rankings and more Google traffic.

In fact:

One ecommerce site saw a 31% boost in search engine traffic (not to mention a 28% increase in revenue) when they "pruned" 11k product pages. And they're not alone.

Proven.com saw their organic search traffic increase by 88.3% after deleting 40 thousand Zombie Pages from their site:

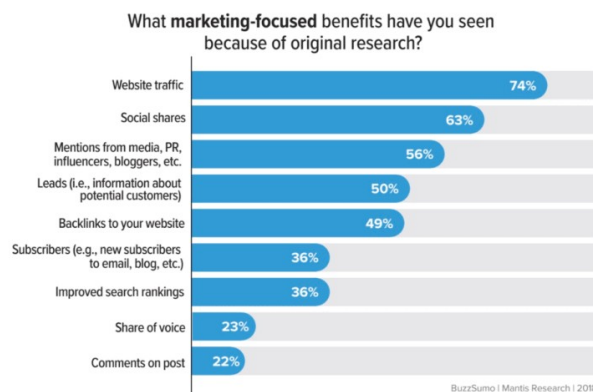


## 5 Do An Industry Study

What's the best way to [get backlinks](#) from authority blogs and news sites in your niche?

An industry study.

In fact, [BuzzSumo found](#) that publishing an industry study can bring you a ton of traffic, social media shares, and mentions in the press.



## 6Add Related Keywords to Your Content

There's a lot more to on-page SEO than: "make sure to include your keyword a few times on your page."

(Although that's important too.)

To rank in Google today, you also need to add synonyms and other related keywords to your content.

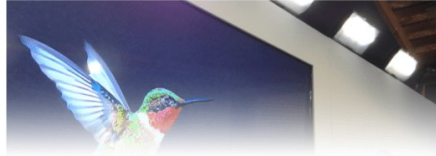
Why?

Something called [Google Hummingbird](#).

## FAQ: All About The New Google “Hummingbird” Algorithm

Google has a new search algorithm, the system it uses to sort through all the information it has when you search and come back with answers. It's called “Hummingbird” and below, what we know about it so far. What's a “search algorithm?” That's a technical term for what you can think of as a recipe [...]

Danny Sullivan on September 26, 2013 at 5:36 pm



## 7 Add Text to Infographics, Podcasts and Videos

Yes, visual content (like infographics and podcasts) is an awesome way to get traffic and **backlinks**.

But they have one big problem:

**Google can't understand 'em!**

That's why I recommend adding plenty of text to go along with your infographic, podcast or video.

For example, here's an infographic that I published on my site some time ago:



## 8 Update Old Pages

Do you have a bunch of blog posts on your site collecting dust?

If so, you can probably improve your rankings by updating that post.

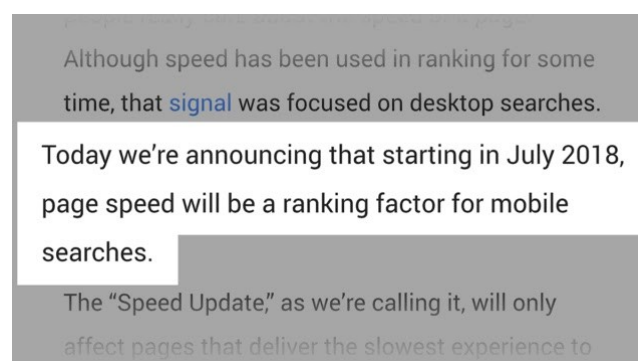
Let me show you how this works with a real-life example...

Few years ago, I noticed that this post from my blog wasn't performing as well as I'd hoped.



## 9Speed Up Your Website

Having a slow website can hurt your Google rankings. Google's "Speed Update" specifically downranks pages that load slowly on mobile devices. This is why you want to eliminate anything that slows down your page speed. Well, we ran a large-scale page speed study.



## 10Use the Google Search Console

This is one of my favorite SEO tips.

Here's how it works:

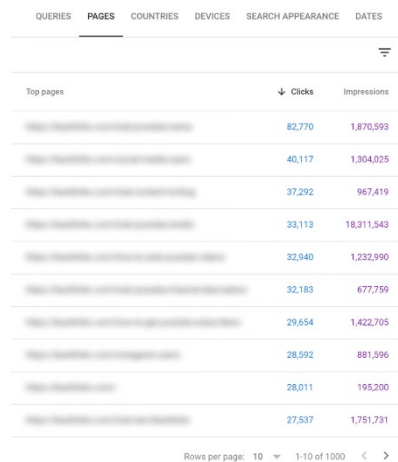
First, login to the [Google Search Console](#).

And head over to the Performance Report: Why is this important?

Well, if I'm ranking for these 3 keywords by accident, **imagine if I actually tried!**

So to get more traffic from those search queries, I'd just need to sprinkle those terms into my post.

And now that Google sees those keywords in my content, they're probably going to boost my rankings for those search terms.



The screenshot shows the 'PAGES' tab in Google Search Console. It displays a table of top-performing pages with columns for the page URL, clicks, and impressions. The data is sorted by clicks in descending order. The first page has 82,770 clicks and 1,870,593 impressions. The last page shown has 27,537 clicks and 1,751,731 impressions. At the bottom, it indicates 'Rows per page: 10' and '1-10 of 1000'.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					
				↓ Clicks	Impressions
				82,770	1,870,593
				40,117	1,304,025
				37,292	967,419
				33,113	18,311,543
				32,940	1,232,990
				32,183	677,759
				29,654	1,422,705
				28,592	881,596
				28,011	195,200
				27,537	1,751,731

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